



Town of Arlington, Massachusetts
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Minutes 03/21/2012

Arlington Tourism and Economic Development Committee

Wednesday, March 21, 2012, 7 to 8:30 p.m.

Cutter Gallery, Jefferson Cutter House, One Whittemore Park

Minutes

Present: Robert Bowes, Angela Olszewski, Clarissa Rowe, Howard Winkler, Roly Chaput, Tom Davison, Kirsii Allison-Ampe, Sharon Shaloo

Absent: Mike Ginns, Joann Robinson, Carol Kowalski, Diane Mahon, Daniel Hodge

Visiting, Bob Radochia

The Meeting was called to order at 7:05 p.m.

Acceptance of Minutes: Postponed to the April Meeting.

Update: Committee Membership

Clarissa Rowe reported that the Board of Selectmen will appoint new members to the committee in the coming month.

Committee Budget and Reimbursements

Reimbursements for expenses must be processed in April and May so the Committee can manage its budget in advance of the close of the fiscal year in June.

The web site will, for the time being, be developed at the Wordpress site, mapping the "arlingtonma.org" domain name to it. However, the committee voted to spend up to the maximum budgeted for web initiatives in order to get the site into full operation by the end of the fiscal year.

Patriots Day

Bowes Realty will sponsor the program. Angela is managing the publicity for the event. Kirsii has arranged for the entertainment with Diane Taraz, and has begun a Twitter conversation. Sharon will reach out to libraries along the Revere and Dawes routes to stimulate interest in tracking the riders. Angela has organized the children's activities. Tom will approach Johnnie's Foodmaster, Trader Joe's, and other Arlington businesses for food donations.

Committee members will report to Town Hall at 10 a.m. to set up for the event. Take down will occur as soon as William Dawes leaves Arlington to continue his ride.

Warrant articles and votes

Update on Article 52: Cultural site and directional signage (sponsored by ATED)

Angela and Clarissa reported on that the Finance Committee has voted favorable action on the article, which will next be presented to Town Meeting for consideration.

Article 6: Zoning bylaw amendment/amend sign definition

To see if the Town will vote to amend Section 2.01 of the Zoning Bylaw to delete from the first sentence of the definition of "Sign" the words, "or is designed to attract the eye"; or take any action related thereto. (Inserted at the request of the Redevelopment Board)

Vote: On a motion by Roly and a second by Bob, the committee voted unanimously to support Article 6.

Article 10: Zoning bylaw amendment, signs for historic sites

To see if the Town will vote to amend the Zoning Bylaw to permit placement and display of promotional, informational and/or directional signage relative to Town historic sites; or take any action related thereto. (Inserted by the Board of Selectmen)

Vote: On a motion by Bob with a second by Kirsí, the seven committee members voted in favor of Article 10. There was one abstention.

Article 54: Appropriation for paid parking study

To see if the Town will vote to appropriate funds for the investigation and implementation of paid parking ("parking meters" or similar instruments) in select currently marked, short term parking spaces, determine how said funds shall be raised and expended; or take any action related thereto. (Inserted at the request of Carl Wagner and 10 registered voters)

After discussion of the townwide parking needs, and the components of the Koff Associates report on parking, the committee felt that the issue of parking is larger than can be addressed with the level of appropriation called for in the article.

Vote: The committee was unanimous in voting "no action" on Article 54.

Proposed changes to bikeway crossing

The BoS have voted changes to the parking regulations at the intersections of Mass Ave, Pleasant Street, and the Minuteman Bikeway, but modifications to the plan can be made. Local businesses are concerned that the permanent removal of parking spaces will have a negative impact on them. There will be a public hearing, as well, at the design completion phase.

Action: Bob will gather statements from the most affected businesses and draft a statement to the BoS, with a suggestion that the plan reconsider parking changes, considering, for example, if parking bans at peak traffic times only will be enough to mitigate traffic problems.

Request from Arlington Gives re: including OSM and Arlington Historical Society in brochure

The Committee commends the work of Arlington Gives but also feels that the initiative needs further consideration in order to be fully inclusive. It voted unanimously to take no action on the request before it but, instead, to arrange a meeting between the two committees to discuss the program in fuller detail. Roly will contact Arlington Gives to arrange that meeting.

Reports of Subcommittees and Updates on Current Projects

Battle Road Scenic Byway -- no update at this time

Outreach

- Chamber and Rotary Leadership - Angela will work with Bob to organize A-TED's meeting with these organizations.
- Tourism Committees from Other Towns - Clarissa noted that the only town with a fully functioning committee is Lexington. A-TED will organize a meeting with that committee in later April, after the Patriots' Day events are concluded.
- Brochure to Big E for "Massachusetts Day." The committee will consider developing this brochure using funds in its FY12 budget. Discussion will continue at the April meeting. Angela will investigate dates and deadlines in advance.

EDSAT - Carol Kowalski provided an update to the committee on economic development issues.

Menotomy Overlay District - Howard reported that a 1750 map of Arlington has been located and that he will report on its details at a future meeting. He introduced Bob Radochia who also spoke in support of the historical marking project that would be entailed by this initiative. The committee discussed historical signage identifying important landmarks in town, such as the Old Burying Ground, the Foot of the Rocks, and so on. The committee agreed that this pursuit might have its first iteration online at the committee-maintained website, with physical signage to follow when funding is secured. It will continue this discussion at the April meeting.

Old Business

The committee will vote for new officers at the April meeting.

New Business

- Preservation of Historic Burying Ground

Clarissa Rowe and Angela Olszewski took the Town Manager, Adam Chapdelaine, and DPW director, Mike Rademacher, on a tour of the cemetery to show them the state of disrepair. The Town has now allocated \$5,000 for restoration of the most dangerously damaged gravestones. Kevin Duffy will likely be brought in to work on the project, guided by specifications developed by Ivan Myjer.

The committee will also contact Jeff Roberts, of Arlington Historical Society, who is developing a brochure about the Old Burying Ground.

- Tour of Armenian Cultural Center - Clarissa will schedule a tour for members of A-TED.
- Advisory Committee - Clarissa will take the lead on developing an Advisory Committee for A-TED. Sharon will re-send a directory of cultural organizations and businesses that the Arlington Cultural Council developed for a focus group meeting several years ago.

The meeting was adjourned at 8:40 p.m.